

Innovation Business Plan & Strategy - OVERVIEW

Many opportunities exist for UNICEF to invest its credibility and market positioning in shaping and promoting innovative products, technologies and approaches that will benefit children. UNICEF is committed to investigating a range of mechanisms that encourage and support innovation, including provision of funding, use of convening power, public recognition of innovations, and participation in market development and capturing innovation through our public sector industry relations.

Responding to the new demand, UNICEF Supply has developed an Innovation Business Model and Plan. Innovation is not a static process; nor is our strategy. It is a roadmap to keep us moving forward, and includes 10 measures designed to create a business culture that inspires and encourages innovative thinking and solutions as we work toward achieving the Millennium Development Goals.

10 Innovation Measures



1. Set the agenda:

Define the focus areas for innovation and the overall long-term UNICEF innovation agenda.

2. Establish an innovation advisory board:

To help UNICEF develop the long-term innovation focuses as well as recommending and approaching innovation partners and networks.

3. Establish an innovation/solution generator:

Identifying problems allows for problem solving. Define and test an innovation process that can be easily replicated.

4. Establish networks with business and academia:

Set proactive goals that can be reached through collaboration both inside and outside of the organisation. Approach existing innovative business and academic networks.

5. Brand innovation:

Create a sub-brand for innovation with a clear vision and clear values for immediate recognition.

6. Share knowledge:

Utilise existing and new knowledge sharing tools (i.e. Innovate for Children Intranet Platform, Internet Corner, You Tube, exhibitions, co-creation etc.) internally and externally to foster innovation.

7. Define a set of principles:

Establish a simple set of principles and guidelines for innovation collaboration in pilot project areas and refine the principles to fit all future innovation.

8. Create a culture for innovation:

Build and support an innovation culture by linking organizational values to innovation, and awareness building initiatives that encourages interaction and collaboration.

9. Identify innovation advocates:

Establish an Innovation Team and engage goodwill ambassadors to initiate and generate innovation, and collect and share best practices.

10. Reward innovation:

What you give attention to – GROWS. Make awarding innovative concepts, initiatives, products and services and integrated part of UNICEF culture both internally as externally eg. engaging in already existing design competitions targeting UNICEF's needs.